



## CASE STUDY



# INTRODUCTION

Cloud Peak Nutrition is a health and wellness company that offers innovative products for enhancing well-being and longevity.



They wanted to partner with a digital marketing company that could help them launch their new product, Resolitol, a powerful antioxidant supplement.

Boost Media Group collaborated with Cloud Peak Nutrition to create a brand identity that reflected their vision.

This case study shows how we designed their logo, packaging, branding guidelines, and website that showcased the benefits of their product and appealed to their ideal customers.





## CHALLENGES

As a new company in the competitive market of nutritional supplements, Cloud Peak Nutrition faced the challenge of building awareness and trust among potential customers.

They needed a logo that reflected their values, a website that is user-friendly, informative and engaging, and a packaging design for Resolitrol that attracts attention and communicates their brand identity.



# SOLUTIONS

Boost Media Group designed a logo for Cloud Peak Nutrition that is modern, professional, and reflective of their values.



# SOLUTIONS

Additionally, we also developed a packaging design for Resolitrol, their flagship product. The design is sleek and eye-catching, and clearly conveys the benefits and features of the product.

We used a minimalist approach to highlight the product name and its ingredients, while also incorporating elements of the client's brand identity.

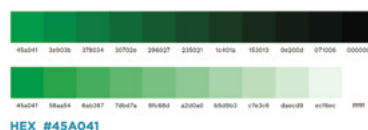
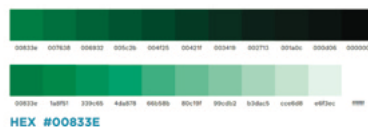
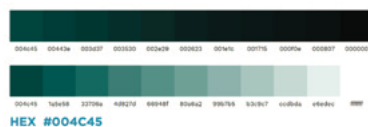
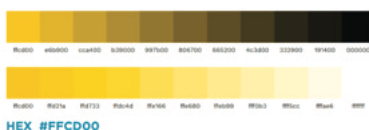
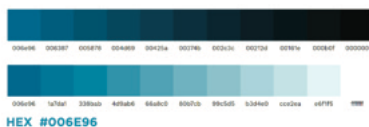
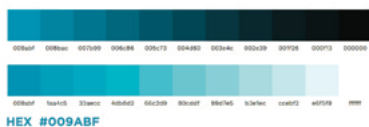


# SOLUTIONS

As part of our branding service, we also created branding guidelines for Cloud Peak Nutrition. These guidelines outline the company's brand identity, including its colors, fonts, and brand voice.

By following the branding guidelines, Cloud Peak Nutrition can ensure that its brand is recognizable, consistent, and trustworthy in the eyes of its customers and stakeholders.

Voice Characteristic	Description	Do	Don't
Knowledgeable	We know what we are talking about – we are experts in our field.	Speak with confidence.	Be arrogant.
Caring	We are genuinely concern for the health & wellbeing of our customers.	Speak with sincerity and respect.	Be rude and reckless.
Professional	We take our work seriously.	Speak with dedication and professionalism.	Be too casual.



# SOLUTIONS

Finally, Boost Media Group designed and developed a user-friendly website for Cloud Peak Nutrition, highlighting their innovative product with captivating visuals and engaging content.

The website reflects the company's brand ipersonality and values, and provides a seamless browsing experience for potential customers.

The website also features a responsive design that adapts to different devices and screen sizes, ensuring optimal performance and accessibility.





## RESULTS

Boost Media Group delivered outstanding results for Cloud Peak Nutrition, helping them to establish a solid brand identity.

By collaborating closely with Cloud Peak Nutrition, Boost Media Group was able to understand their vision and goals, and designed a brand strategy that reflected their values and mission.

The logo and packaging designs are simple yet highly recognizable. The website is user-friendly, attractive, and optimized for conversions. The brand identity is consistent, memorable, and appealing to its target customers.





## CONCLUSION

With the help of Boost Media Group, Cloud Peak Nutrition has successfully launched their brand and website, and is ready to take on the competitive health supplement market.

Distinctively empowered by a robust online presence and a compelling brand identity, Cloud Peak Nutrition enjoys a distinct advantage over its rivals. This advantage not only sets them apart but also primes them for significant traction and recognition amidst their target audience





[boostmediagroup.com](http://boostmediagroup.com)